


GOOGLE PLAY
Q2 18 Onboarding
DAY 1

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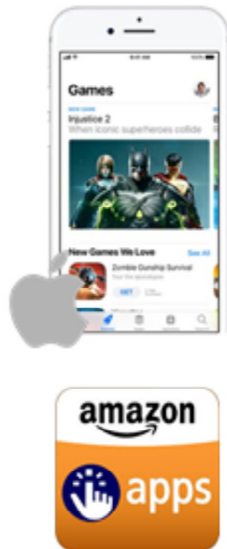
EXHIBIT 8573.R

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EXHIBIT 8573.R-001

What We Worry About

Games



App Distribution



Emerging Markets



Spam, Abuse & Malware



Regulatory Pressure



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Who am I?



Kirsten Rasanen
Director, Global Apps BD

Recovering New Yorker

7.5 years in San Francisco

6 years at Google

3.5 years on Play

Team Lead:

- BD Managers supporting North American app developers and global strategy
- Product Specialists
- BD Operations

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Global BD team to help developers: Regional BD + Global Ops



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Our team gets in
the ring!

We're in the
developer's
corner.

